

## Overall Judging Concept for the JA Enterprise Challenge

- Throughout the judging process, the judges think of themselves as potential investors in the companies that participate in the Challenge.
- The companies must meet the formal criteria for participation. The main aspect judges should look at is the Value each start-up is creating and its potential to grow.
- The company who has met the formal criteria and received the best scores from highest number of judges will win the Challenge.

As JA Europe intends to award a real investment in the winning company, through funding as well as mentoring and incubator opportunities, the Report should make it easy for the judges to see the opportunity and potential of the company to become a successful business as well as to understand how investors will be able to track the success of the company on the real market.

## Start-up Pitch Deck Judging Criteria

**PURPOSE:** The Pitch Deck is developed to explain what the company is doing, what customer problem it's going to solve and present the team that can do it. Idea of the pitch deck is to give enough information to get the reader interested in your idea and make him wish to know more about you.

Pitch deck is not presentation, but rather visual and textual form of presenting a summary of your idea and business behind it. Pitch deck requires planning, ability to summarise the core content and skill to tell a good story to the reader, but also keep the focus on the main issues. Small details can (and will) be asked later on.

### Formal criteria

- Language – English
- Maximum 15 slides (or less - not more) + Front cover. Any appendices must be included within the 15 slides. (The 15 slides exclude the Front Cover).
- The Front Cover should include:
  - Company Name and University/Universities
  - Year of Operation
  - Country the Company Represents
  - Name of Adviser(s)
  - Contact details (e-mail+tel) for the company member
  - Front cover is not considered as part of the pitch deck. It only helps organizers and judged to find the right decks.

## Content criteria

We have provided an empty Pitch Deck – template and one example from a real company (Founded by JA Alumni) as an examples of the Pitch Deck.

Good Pitch Deck usually has the following content (not necessary in the same order) and these are the key criterias judges are looking for.

1. Elevator Pitch: One liner of your product or service
2. Momentum, Traction, Expertise: Your key numbers
3. Market Opportunity: Define market size & your customer base
4. Problem & Current Solutions
5. Product or Service: Your solution
6. Business Model: Key Revenue Streams
7. Market Approach & Strategy: How you grow your business
8. Team & Key Stakeholders (Investors, Advisors, Partners)
9. Financials
10. Competition
11. Investment: Your 'Ask' (funding, mentoring, market access etc) + short use of resources.

## Appendix B: Judges Scoring Sheet

### Evaluation sheet: Pitch Deck

Team name: \_\_\_\_\_

CRITERIA	POINTS 1-5	WEIGHT	POINTS with weighting
<b>Elevator Pitch</b> A quick one-liner summary that combines your vision/product and the mission of your company		3	
<b>Momentum, Traction, Expertise (show me the results)</b> Your timeline and milestones to date, growth metrics are key at early stage Highlight press, partnerships, awards etc. publicity. Customer success stories and/or testimonials		2	
<b>Market opportunity</b> Define Your Market: What business/space you are in. Total Market Size: Customers: Clearly define exactly who you serve, Possible Macro Trends & Insights that define market. How well the market is defined?		2	
<b>The Problem &amp; Solution</b> What customer need do you fill? Define the real problem you are solving and how it's solved now.		2	
<b>Product or Service:</b> How good is your solution, is the solution doable and realistic. Does it solve the problem.		2	
<b>Business Model:</b> How well the key revenue streams are presented, do they feel realistic?		1	
<b>Market Approach &amp; Strategy:</b> How you grow your business		1	
<b>Team &amp; Key Stakeholders (Investors, Advisors, Partners)</b> Is the team balanced, have the managed to recruit advisers and supporters			
<b>Financials</b> How solid are the financials, are the any proof of income?			
<b>Competition</b> How is the problem currently solved. Who are the ones solving it? Where are you positioned in overall market?			
<b>Investment:</b> Your 'Ask' (funding, mentoring, market access etc) + short use of resources.			
<b>Overall feel</b> You can give +10 to -10 points depending the Feel of the proposal			
		Total max. 85	

### OVERVIEW OF POINTS

1 - 2 points:	For the insecure, insufficient and non-satisfactory performance
3 points:	For the good performance
4 -5 points:	For the excellent performance with none or few inessential shortcomings